Examples of guest presentations and other programs

• How to Read *How to Read Nancy* - Mark Newgarden and Paul Karasik
• Cartoonist Injury Prevention Workshop - Kriota Willberg
• 10 Things to Make You a Better Cartoonist - Keith Knight
• Draw the Greek Gods and Goddesses - George O’Connor
• Martin Luther King and the Montgomery Story - Andrew Aydin
• Literary Mashups and Comics Homages - R. Sikoryak
• Funny Business (humor comics) - Keith Knight and Eric Krisley
• Storytelling in Four Panels - Nick Bertozzi
• Historical Heroes - Nick Bertozzi and Jim Ottaviani
• Self-Publishing to Book Deal - Jimmy Gownley
• Auto-bio comics workshops - Eric Krisley and Amy Godfrey
• Writing for Artists, Drawing for Writers - Jadzia Axelrod and Brian Shearer
• Creating Characters - Willow Dawson
• "How I Make Comics" / "How I Got Into Comics" talks - Jen Wang, Jeremy Soze, Jimmy Gownley, Brian Shearer, Jan Burger, Ben Towle, Nate Powell, Ursula Vernoon, Jason Lutes and more
• Comics Go to College featuring local academic librarians, archivists and professors
• The Many Faces of Batman - Jadzia Axelrod
• Comics Trivia Night at a local brewery
• Drink & Draw nights - no-pressure, high-fun group drawing exercises
• Month-long comics workshops
• Durham Comics Project - a collection of short auto-bio comics by local cartoonists of all ages and experience levels
• Local Comics Creator Networking Nights
• Book sales and signings
• Local Artist Alleys
• Comic Swaps and Giveaways
• Comics Contraption—an infinite scrolling collaborative comics machine!
• Documentary film screenings:
  * *White Scripts and Black Supermen: Black Masculinities in Comic Books*
  * She Makes Comics*
  * Dear Mr. Watterson
  * Wonder Women: The Untold Story of American Superheroines
  * Latinx Superheroes in Mainstream Comics

Examples of marketing and branding
Tips and tricks:

- **Talk to local and regional comic shops** to see if they know local and regional creators that might be interested in working with you.
- **Travel to comic conventions near and far** to meet cartoonists who could be guests at your event (and see if your library will pay for it as career development and networking!)
- **Many speakers will entertain requests for lower rates** of speaking fees from libraries and schools — never hurts to ask!
- **It can sometimes be in your interest to contact the creator directly** (methods of communication are often on portfolio websites, Tumblr pages, Twitter etc.) even if they have an agent — it can be another way to score a lower rate or more enthusiasm about participating from the guest.
- **Guests often have their own marketing avenues** — Twitter, publisher sites, etc. — so make sure they know about your websites, hashtags, official name, etc.
- **Partner with local universities** – libraries, art programs, English departments etc. probably all have someone who would pitch in and host a talk or at least brainstorm with you.
- **Think outside the box when it comes to program partners**! Local businesses like comic shops, coffee shops, galleries, and art supply stores are often willing to donate supplies, prizes, or space for offsite programs.
- **Even non-comics folks can teach comics-making!** You can draw inspiration and steal lessons from books like Abel & Madden’s *Drawing Words & Writing Pictures*, Scott McCloud’s *Making Comics*, Ivan Brunetti’s *Cartooning*, Willow Dawson’s *Lila & Eco’s Do-It-Yourself Comics Club* and the Center For Cartoon Studies’ *Adventures in Cartooning* to add programs without bringing in outside guests.
- **The Comic Book Legal Defense Fund (cbldf.org)** also has lots of good info to get you started in programming around comics.

**And contact us anytime!**

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**A Guide to Stealing Our Ideas**

*except please don’t steal our logo or our yellow-on-black aesthetic because we worked really hard to establish a look that works both autonomously and as part of Durham County Library’s overall visual branding strategies*

Thanks

NCLA Biennial Conference 2019